

Valley of the Moon Vintage Festival Association  
461 First Street West  
Sonoma, California

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SONOMA, June 19 - September 23 and 24 were selected for celebrating the 20th Annual Vintage Festival by the newly-elected directors of the Festival Association at their first official meeting. Two dances; a costume ball for adults and a special arrangement for teen-agers will open the festivities on Friday night, September 22.

A new theme and a strictly non-commercial policy were adopted by the board. Henri Maysonnave, president of the Association, stated a threefold purpose of the 1967 Festival as "(1) For the enjoyment of the people of Sonoma Valley and our guests, (2) to recall the colorful history of Sonoma and (3) as a thanksgiving for a bountiful harvest." He said, "The directors recognize that eliminating all commercial ventures will mean a complete new deal in financing the celebration. But we have pledges already," he said, "from a number of local organizations and citizens that they will sponsor many of the entertaining features that are planned."



Harrison (Bud) Churchill was named chairman of the '67 Festival. He said that this is going to be a 'Fun Festival', with the sweet nostalgia of Sonoma a hundred years ago. "I am happy to take the job of leading the celebration this year. We are all going to have a wonderful time. We are going to encourage costumes of the past century and try to get everyone in the community to take part in the '67 Vintage Festival. We will try to recapture some of the spirit of yesteryear." Churchill said.

Navy Commander E. S. Ince, of Skaggs Island, is the new vice-president of the Vintage Festival Association and was named chairman of the Planning Committee. This committee will make sure that the general theme and the "old look" is carried out by all events, and will maintain "esthetic control" - including the elimination of commercial aspects - for the celebration. Commander Ince's committee is planning a series of "happenings" in Sonoma Plaza throughout the weekend, in addition to the parades, dances, decorations and music that are traditional parts of the Festival. These "happenings" will depict historical episodes, such as the arrival of Padre Jose Altimira in 1823 to found the Mission at the northern end of El Camino Real; the Bear Flag revolt of 1846 and its declaration of independence for California - at the exact spot where it happened; the news of a gold strike at Sutter's Mill when it reached Sonoma in 1849; and other events such as the escape of "three-fingered Jack Garcia, the wedding of the Vallejo and Haraszthy families, the raising of the stars and stripes by the U. S. Navy, and a typical arrival of the stage coach before the railroads came. All of these happenings will be reinacted by local citizens who will rehearse their events during the summer.

Traditional features such as the art show, the flower show, the folk dances in the Plaza, the blessing of the grapes, old-time window displays, hobby exhibits at the Community Center, the renowned \$1.50 barbeque dinners and luncheons, the Choral group singing, strolling Troubadours, Mission Belles, and the Hospitality Lounge will be retained from the program of previous years. But the flavor of 'a hundred years ago' and costuming will be accentuated.



Mayor Talbert Bean of Sonoma will officiate at the "Twinning" ceremony with the French vineyard city of Chambolle-Musigny. Three young natives of Chambolle-Musigny will be in Sonoma for this event.

Booths in the Plaza will be limited to the sale of food and drinks for those who want picnic-type meals, for games for children, and other booths appropriate to the theme of the Festival.

Historic landmarks in Sonoma include the Mission San Francisco Solano, the Mexican Army Barracks, Lachryma Montis home of General Vallejo, Salvador Vallejo home, Toscano Hotel (now being restored by California Department of Parks) the El Dorado Hotel and the Swiss Hotel (both in active operation), the Haraszthy Cellars and the Sebastiani Winery and Casa Grande. All of these are open to the public. Other landmarks include the Fitch House, the Blue Wing Inn, the Jones Adobe, the Nash-Patton House and the Ray-Adler Adobe - all of which are now private homes. Sonoma Plaza itself is a National Historic Landmark and in it, of course, is the Bear Flag Monument. A few miles north is Jack London Historical State Park and west, on the opposite slope of Sonoma Mountain, is the Petaluma Adobe.

For the past six years the Vintage Festival has been managed by the Sonoma Valley Chamber of Commerce. The revival of an independent citizen's group, dedicated entirely to the Vintage Festival, returns to the original concept of the celebrations as it started twenty years ago. There will be no paid employees and no paid performers. All entertainment will be free. Henri Maysonnave, president of the recreated organization, said that, "with the enthusiasm that only volunteer workers can bring to such a happy occasion, we expect the 20th Vintage Festival to be the best we have ever had."

The new directors have been meeting unofficially for the past several weeks, pending the official transfer today, recruiting the organization and planning the "old look" which they announced immediately after the election of officers.



